

**Subject:** oBAMA

**From:** Lisa Carter <lcarter@sbgnet.com>

**Date:** Fri, 31 Aug 2012 14:36:09 -0400

**To:** Jonathan Vitti <jonathan.vitti@msmtvsales.com>

**CC:** Matthew Bowman <mkbowman@sbgnet.com>

Sending this way with clear rates, etc....

hdl # 9797463 (wmyv) *CT 1360000*

this offer will stay the same as sent over to you guys on v.4 8/23

hdl # 9797047 (wxlv) *CT 1360000*

this pertains to v.2 sent on 8/28

line 2 - programming is "the doctors"

line # 5 - 3x are n/a - will need \$40/ea to clear

line # 7- line is n/a - will need \$40/ea to clear

line # 8 - line is n/a - will need \$100/ea to clear

line # 9 - programming is "anderson cooper"

line # 10 - programming is "ricki lake"

line # 11 - is n/a - will need \$180/ea to clear

line # 12 - 1x is n/a - will need \$110 to clear

line # 13 - is n/a due to college football

line # 15 - programming is "cma music festival:night to rock" - will need \$600 to clear

line # 16 - programming is "the middle/last man standing" - rate of \$900 is good

line # 17 - was able to get in - nothing needs to be done to this line

line # 18 - programming is scandal - rate of \$785 is good

line # 19 - programming is revenge - rate of \$785 is good

line # 22 - just a tp chg to 1202-108m

Thanks

Rep Order# 9797047 Ver# 2 Status Returned Traffic Order# 1362210 Printed: 08/28/2012 4:10 PM 1 of 3  
 EC'd Yes Last Received: 08/17/2012 1:40 PM  
 Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1536  
 Buyer Laura Bassett  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1536  
 Flight Dates 09/05/2012 - 09/17/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 2,9,10,18 & 19 for prg chgs  
 pls see line # 22 for tp chg  
 pls see lines 5,7,8,11,12,13,15,16 & 17 for n/a's.  
 let's offer  
 sat 9/15  
 12-330P 2x \$425/ea college football)  
 330-7p 1x \$480 college football)  
 8-1130P 2x \$800/ea college football)  
 pls advise/revise asap.  
 tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
Station Remark. V2 correct programming is 'the doctors'										
*7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
Station Remark. V2 this line is n/a (oversold)										
*8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
Station Remark. V2 this line is n/a (oversold)										
*9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
Station Remark. V2 correct programming is 'anderson cooper'										

*Handwritten:* View 3 ending 8/21  
 300 To Clear (2)  
 4-10 (2)  
 5-10 (2)

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Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
*10	W-F,M	09/12-09/17	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
				V2 correct programming is 'ricki lake'						
*11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
				V2 this line is n/a (oversold)						
*12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
				V2 1x is n/a (oversold)						
*13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
				V2 this line is n/a (prg chg)						
*15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
				V2 this line is n/a (prg chg)						
*16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
				V2 this line is n/a (prg chg)						
*17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
				V2 this line is n/a (prg chg)						
*18	TH	09/13-09/13	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'scandal'						
*19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'revenge'						
*22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
				V2 correct tp is 1202-108m						

---REPORT TOTALS---

Rep Order# 9797047 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 1362210

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Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#  
Report Totals. 41 / \$5,085.00

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

---SALES MONTHLY TOTALS---

Sep 12. 65 / \$5,700.00

Sales Totals. 65 / \$5,700.00

Station Totals. 65 / \$5,700.00

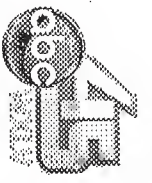
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$71,250

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFMY	30%
WGHP	28%	WMYV	3%	WDEN	0%	WXII	31%	WXLV	8%

Books null  
Demos RA35+



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1362210

Schedule Dates	09/12/12-09/17/12	Date Entered	08/24/12
Advertiser	Obama for America (30051)	Last Modified	08/27/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09797047
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$415.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$2,354.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%		

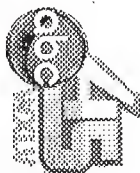
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/12/12-09/14/12	3	:30	7A- ABC-Good Morning America	4			X	X	X			4	\$25.00	\$100.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
2.0	Normal Line / SPOT (2)	09/12/12-09/17/12	3	:30	9A- The Doctors	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/24/12
3.0	Revised Line / SPOT (6)	09/12/12-09/17/12	5	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/24/12
3.1	Normal Line / SPOT (6)	09/12/12-09/17/12	3	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
4.0	Normal Line / SPOT (3)	09/15/12-09/15/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
5.0	Normal Line / SPOT (4)	09/16/12-09/16/12	3	:30	10:58-40A- ABC-This Week							1		1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/24/12
6.0	Normal Line / SPOT (9)	09/12/12-09/17/12	3	:30	3P- Anderson Cooper	1	1	1	1	1	1			4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON	8/24/12
7.0	Normal Line / SPOT (10)	09/12/12-09/17/12	3	:30	5P- Ricki Lake	1	1	1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/24/12
8.0	Normal Line / News (12)	09/12/12-09/17/12	3	:30	6-30P- ABC-World News Monday-Friday	1	1	1	1	1	1			4	\$55.00	\$220.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
9.0	Normal Line / News (14)	09/16/12-09/16/12	3	:30	6-28-45P- ABC-World News Sunday							1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
10.0	Normal Line / Prime (18)	09/13/12-09/13/12	3	:30	10:02P- ABC-Scandal (Thursday)				1					1	\$785.00	\$785.00	Greensboro (WXLV)	SCANDAL	8/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00





WXLV-TV  
3500 Myer Lee Dr  
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# Contract # 1362210

Schedule Dates	09/12/12-09/17/12	Date Entered	08/24/12
Advertiser	Obama for America (30051)	Last Modified	08/27/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09797047
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$415.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$2,354.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News (20)	09/12/12-09/17/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1			2	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/24/12
12.0	Normal Line / SPOT (21)	09/12/12-09/17/12	3	:30	11:35P- ABC-Nightline	1			1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/24/12
13.0	Normal Line / SPOT (22)	09/12/12-09/17/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	1			1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/24/12
14.0	Normal Line / SPOT (1)	09/17/12-09/17/12	3	:30	7A- ABC-Good Morning America	1								1	\$25.00	\$25.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
15.0	Normal Line / Prime (19)	09/16/12-09/16/12	3	:30	8P- ABC-Revenge (Sunday)								1	1	\$785.00	\$785.00	Greensboro (WXLV)	REVENGE	8/24/12
16.0	Normal Line / SPOT (5)	09/12/12-09/17/12	3	:30	10:58:25A- ABC-The View	1			1	1	1			1	\$20.00	\$20.00	Greensboro (WXLV)	VIEW	8/24/12
16.0.1	Closed Preempt (5)	09/17/12															Greensboro (WXLV)	Sold Out/Exception - Rate won't clear. matt	
16.0.2	Closed Preempt (5)	09/13/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	
16.0.3	Closed Preempt (5)	09/14/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*ms. Susan Bauer* *slasla*

Rep Order# 9797047 Ver# 1 Status New Traffic Order# 1 30 2 10 Printed: 08/17/2012 1:37 PM 1 of 4  
EC'd Yes Last Received: 08/17/2012 11:59 AM  
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#  
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3050 K ST NW  
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Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/12. TOTAL \$5700.

\*9/11 IS BLACKED OUT\* PLEASE NOTE- NEED MG OFFERS FOR SPOTS  
ON LINES 16 & 17. PLS ADVISE. PLS CF- CHRISTINA FOR JON

\*\*\*\*\*

8/15  
12-330P  
330-7P  
8-1130P  
2K  
425/ek  
1K  
2180  
2K  
800/ek

Rep Order# 9797047 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM  
Last Received: 08/17/2012 11:59 AM  
Showing Buylines: All Lines

2 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
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Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
1	W-F,M	09/12-09/17	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/15-09/15	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/16-09/16	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	W-F,M	09/12-09/17	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	W-F,M	09/12-09/17	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
10	W-F,M	09/12-09/17	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00



Rep Order# 9797047 Ver# 1 Status New

Traffic Order#

Printed: 08/17/2012 1:37 PM  
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3 of 4

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Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
				VI *NEED MG- 9/11 IS BLACKED OUT						
17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
				Sales Remark. VI *NEED MG- 9/11 IS BLACKED OUT						
18	TH	09/13-09/13	10P-11P	ROOKEE BLDE	.30	\$785.00	1	1	1	\$785.00
19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
20	W-F,M	09/12-09/17	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	W-F,M	09/12-09/17	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

1205-106m

2415/100

---REPORT TOTALS---  
Report Totals. 65 / \$5,700.00

---SALES MONTHLY TOTALS---  
Sep 12. 65 / \$5,700.00  
Sales Totals. 65 / \$5,700.00  
Station Totals. 65 / \$5,700.00  
Lines not sent/rcld/rtrn. 0 / \$0.00

2930  
2670

Rep Order# 9797047 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM  
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4 of 4

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Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
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Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

---COMPETITIVE---

Market Totals \$71,250

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WENY	30%
WGHP	28%	WNIV	3%	WUPN	0%	WXII	31%	WXLV	8%

Books null  
Demos RA35+